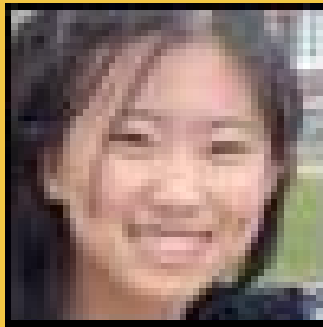


Social Networking

It's Not What You Think

Other's advice? Go to class. "But I think that's bull... that's for dumb kids who couldn't figure things out on their own... I skipped all 18.03 lectures except the first, went to no recitations...I slept until noon every day...I sleepwalked through first semester sophomore year" and "I did just fine."



**Massachusetts
Institute of
Technology**

Lulu

EXIT 28A



EAST

Change



1 1/4 MILES



EXIT 28B

WEST



Change

EXIT



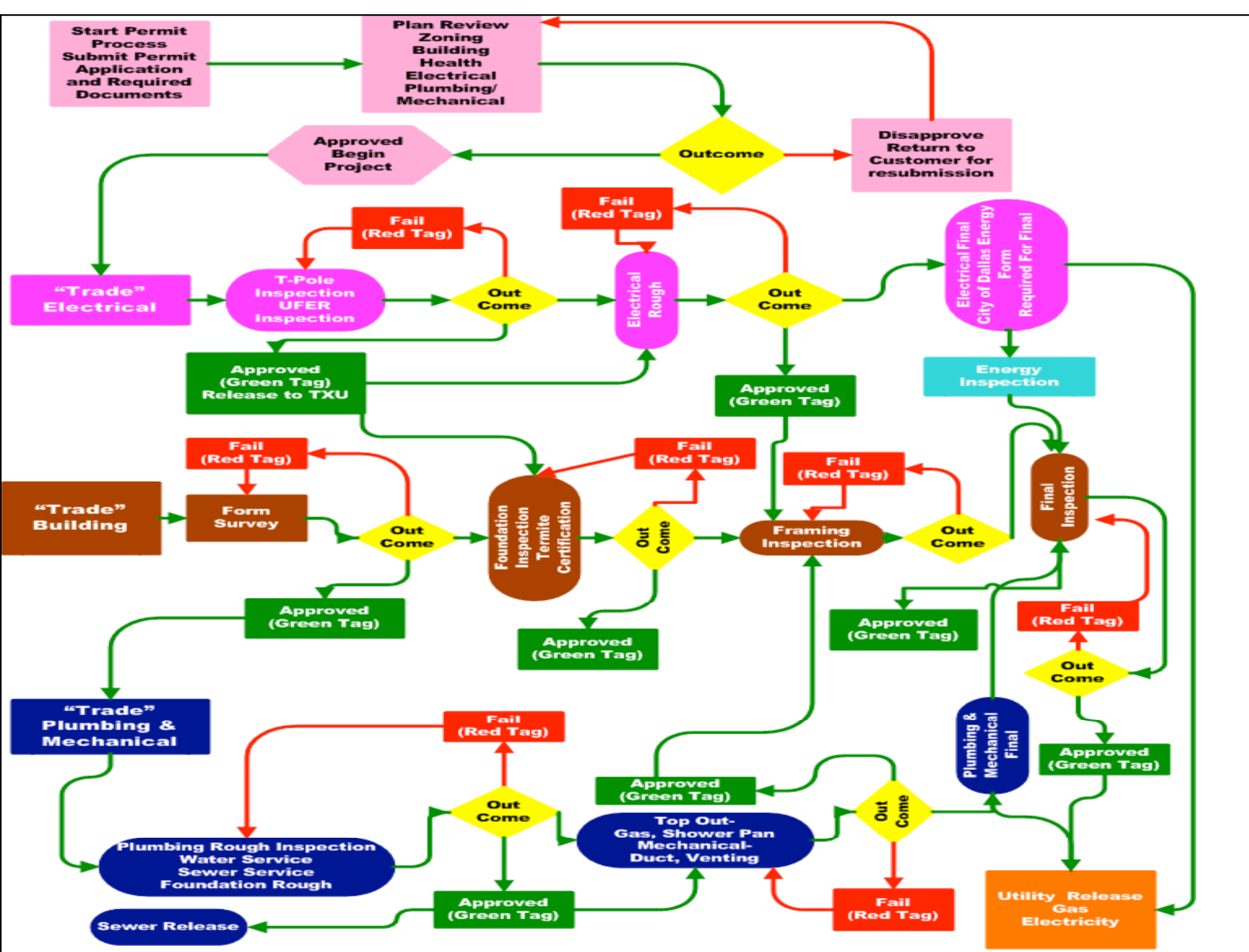
ONLY

SPEED LIMIT
ENFORCED BY
AIRCRAFT



Predict



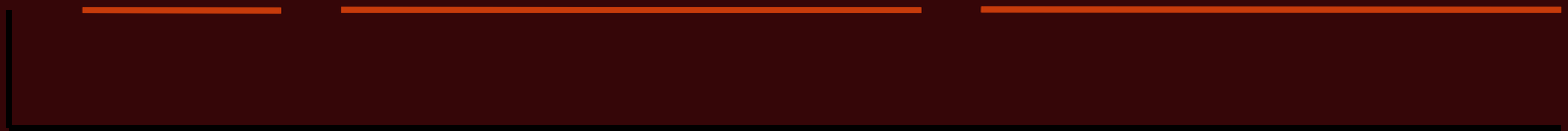




Pre-Baby Boomers



Baby Boomers



Gen X



Gen Y





U of Oregon



Boise State University

c Obsolete Skills

- Calculating THACO
- Calculating a square foot using pencil and paper
- Calculating sales tax
- Calligraphy
- Calling a phone sex line
- Calling collect on a payphone
- Carbon Copy Paper
- Carving a nib into a quill or pen
- Cash Register used manually entering the prices
- Cast Lead Miniatures
- Cast Lead bullets
- Caulking your wagon to ford the river
- Cel Painting
- Centering text on a typewriter
- Changing the ball on ribbon on your Selectric Typewriter
- Changing the battery of a Sega Dreamcast VMU
- Changing the C120 Film Cartridge in your Instamatic camera
- Changing the gas mixture on your car's carburetor
- Changing the Master/Slave jumpers on a Hard Drive
- Changing the ribbon on a typewriter
- Changing the wheel on a daisy wheel printer
- Changing tracks on an eight-track tape
- Changing vacuum tubes
- Character codes EBCDIC
- Cheating at computer games by modifying save game files with a hex editor
- Cheating at computer games using a loader or binary patch
- Chipping flint or obsidian tools
- Churn butter
- Cleaning fish
- Cleaning head of a VCR

Centering on a typewriter

Focusing a camera

Popping popcorn in a pot

Tuning a carburetor

Programming the VCR

Untangling the cord of a phone

Darkroom picture development

Obsolete Skills

Centering on a typewriter

Focusing a camera

Popping popcorn in a pot

Tuning a carburetor

Programming the VCR

Untangling the cord of a phone

Darkroom picture development

- Calculating THAC0
- Calculating a square root using pencil and paper
- Calculating sales tax
- Calligraphy
- Calling a phone sex line
- Calling collect on a payphone
- Carbon Copy Paper
- Carving a nib into a quill or pen
- Cash Register used manually entering the prices
- Cast Lead Miniatures
- Cast Lead bullets
- Caulking your wagon to ford the river
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- Centering text on a typewriter
- Changing the ball or ribbon on your Selectric Typewriter
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- Changing the Master/Slave jumpers on a Hard Drive
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- Changing vacuum tubes
- Character codes: EBCDIC
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- Cheating at computer games using a loader or binary patch
- Chipping flint or obsidian tools
- Churn butter
- Cleaning fish
- Cleaning head of a VCR

6 Years Ago.....











Laura Gainor

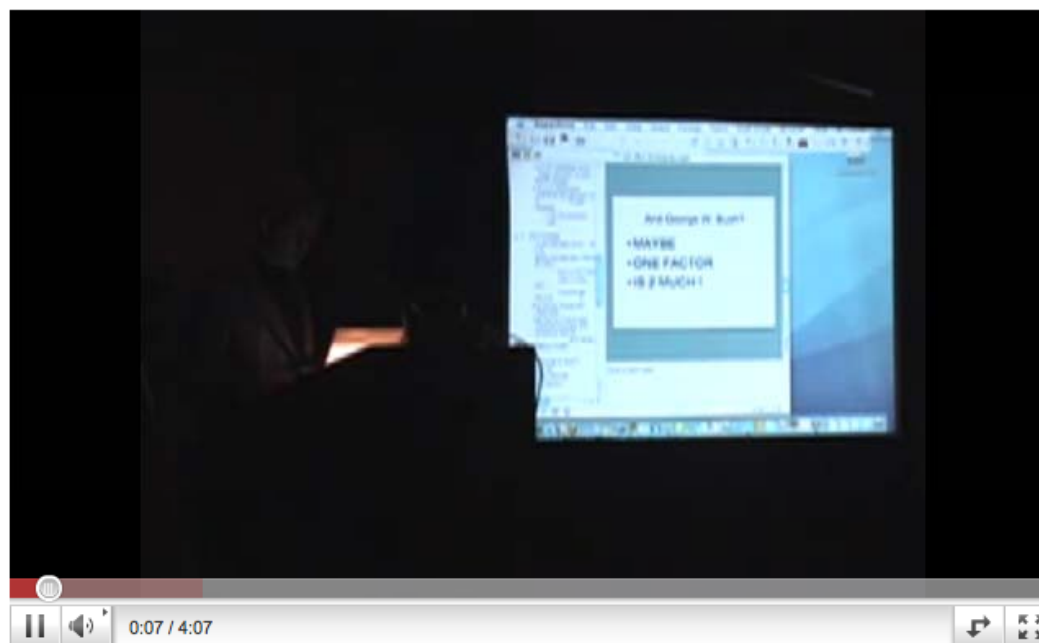


Chicken chicken chicken

yorambauman

10 videos

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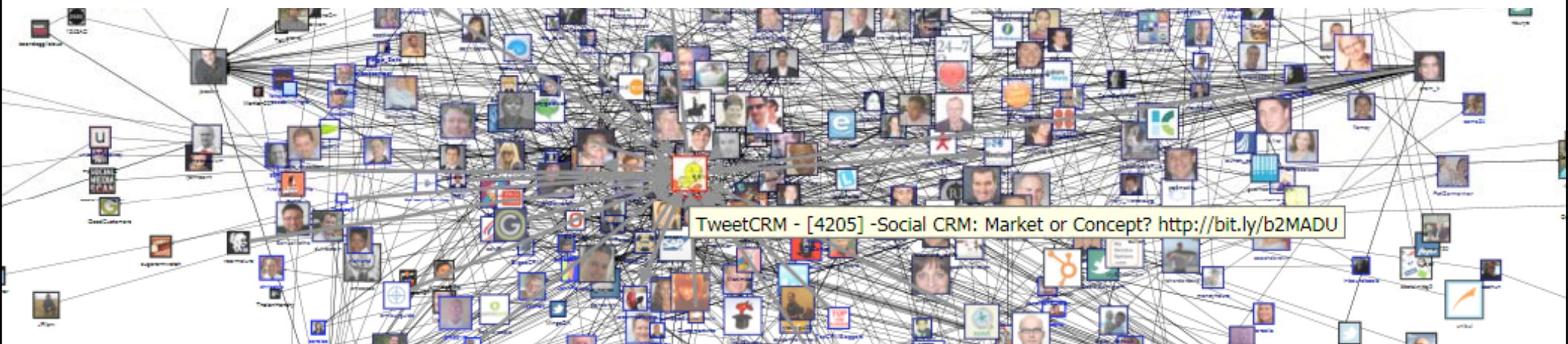
twitter



facebook



Social





2004

2009

#1

#38

Bank of America®



#6

#~


























FannieMae

#9

#~



Organization

- ▶  Downloads
- ▶  Desktop
- ▶  Dropbox
- ▶  Library
 -  NDC-ADMIN.pcf
- ▶  Movies
- ▶  Pictures
- ▼  Documents
 - ▼  My Forms
 - ▼  Templates
 - ▼  MSFC_2
 - ▼  M2000-2999
 -  M2441(12-04).itp
- ▶  images
- ▶  Microsoft User Data
- ▶  WebEx
- ▶  Yammer
-  DISCUSSION.mp4
-  Profile.mp4
-  Notifications.mp4
-  BBQ.doc
- ▶  EL
- ▶  Entrust Profiles



Characteristics





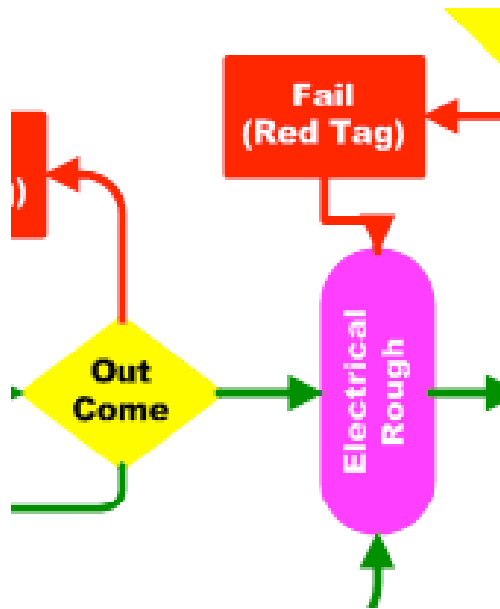
Organization



Predicting



CONTROL



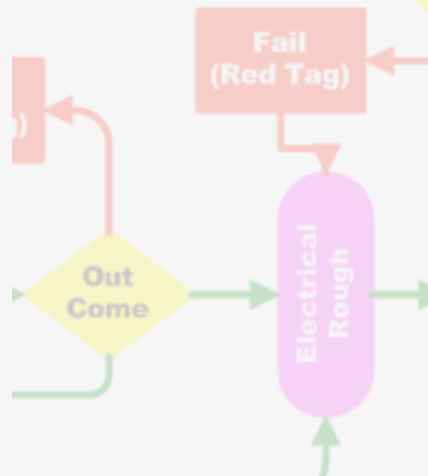
People

Processes

Branding



People



Processes

Branding



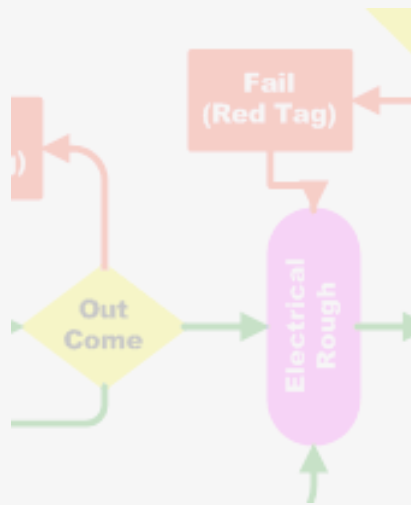
People



Processes



Branding



People

Processes

Branding








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Hearing Reaction

By [Keith Cowing](#) on May 13, 2010 2:00 PM  [40 Comments](#)

[Armstrong Says Obama 'Poorly Advised' on NASA, Experts Ignored, Bloomberg](#)

"A plan that was invisible to so many was likely contrived by a very small group in secret who persuaded the president that this was a unique opportunity to put his stamp on a new and innovative program," Armstrong said in remarks prepared for a Senate hearing. "I believe the president was poorly advised."



[Former Astronauts unhappy with Obama space plan, AP](#)

"Cernan said in his written testimony that he, Armstrong and Apollo 13 Commander James Lovell agreed that the administration's budget for human space exploration "presents no challenges, has no focus, and in fact is a blueprint for a mission to 'nowhere.'" Lovell, while not present at the hearing, issued a statement opposing Obama's NASA budget."

[Astronauts Neil Armstrong, Eugene Cernan oppose Obama's spaceflight plans, Washington Post](#)

"Obama's plans, which increase NASA's budget at a time when most agencies' budgets are being cut, have irked lawmakers from southern states where most of NASA and its contractors are based. Sen. George LeMieux (R-Fla.) worried that the plans would allow other countries to leapfrog ahead of the United States. "I do not look forward to explaining to my children why the Chinese are putting their flag on the moon over ours," LeMieux said."

Search

Search



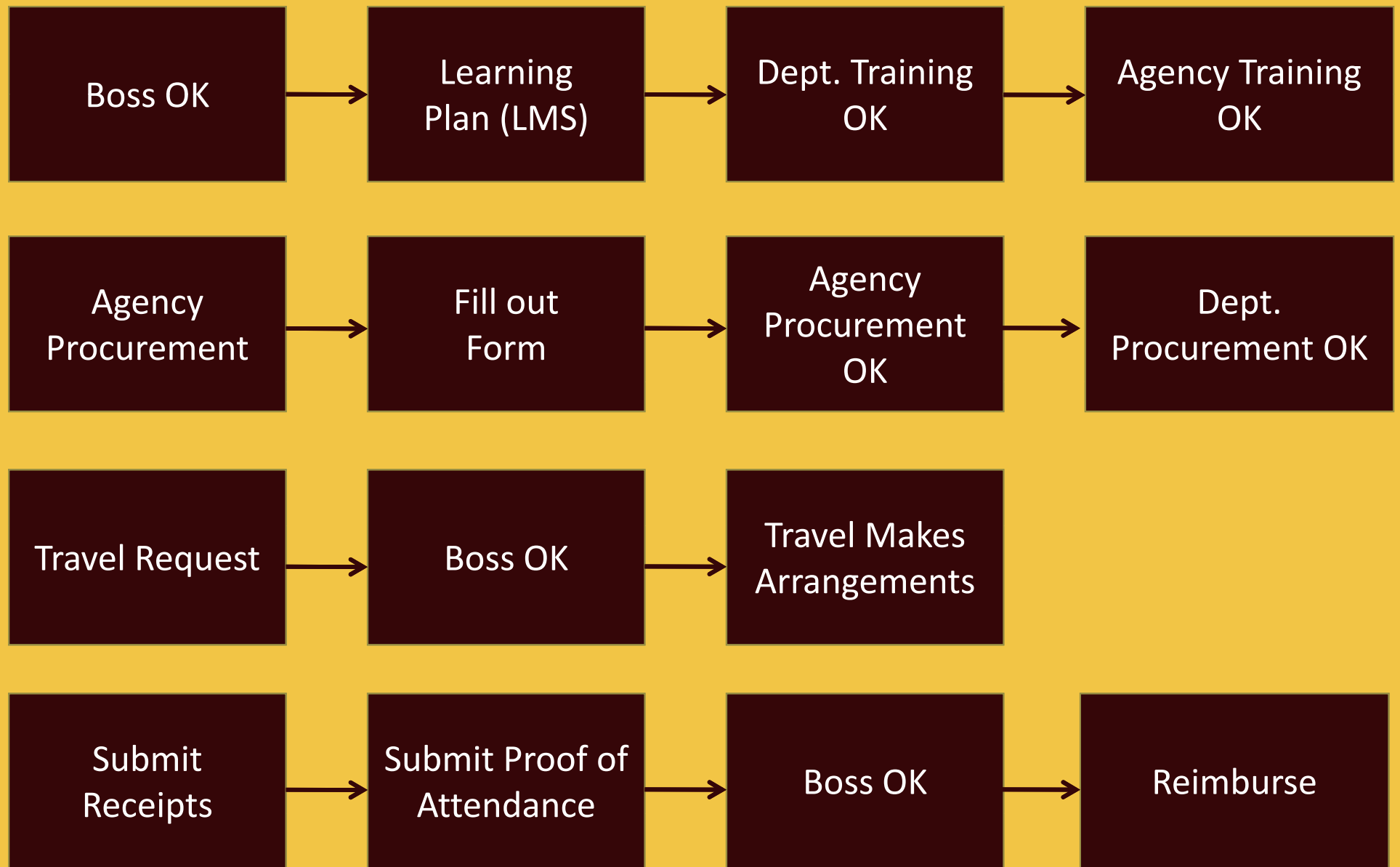
newsletter

[Sign up for the SpaceRef - NASA Watch newsletter.](#)

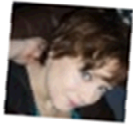
calendar

People





Processes



Emily ☆ Collins would like to personally thank **Nestle** for providing a place for all the people who see their unethical, disgusting and lethal practices for what they are to share their opinions. Finally we have a way to share how much we hate their practices. If you don't boycott Nestle already, start now, please. <http://bit.ly/amnWkP>
8 minutes ago · View Post



Ruth Emily Hanson-Tipper I'm certainly NOT a fan. Why is there no "I want to register my disgust with this company" button?
8 minutes ago · Report



Eric Tony Walker Haven't knowingly bought a Nestle product in 16 years, and I'm proud to boycott this unscrupulous multinational
11 minutes ago · Report

👍 **Robbie De Santos** likes this.



Brett Hanson-Tipper Hey! I want in on this; rare chance to get back at one of the worlds greatest destroyers.

Fork Cue Nestlé
11 minutes ago · Report

Branding



Nestle Thanks for the lesson in manners. Consider yourself embraced. But it's our page, we set the rules, it was ever thus.
8 hours ago · [Report](#)



Darren Smith Freedom of speech and expression
8 hours ago · [Report](#)



Nestle you have freedom of speech and expression. Here, there are some rules we set. As in almost any other forum. It's to keep things clear.
8 hours ago · [Report](#)

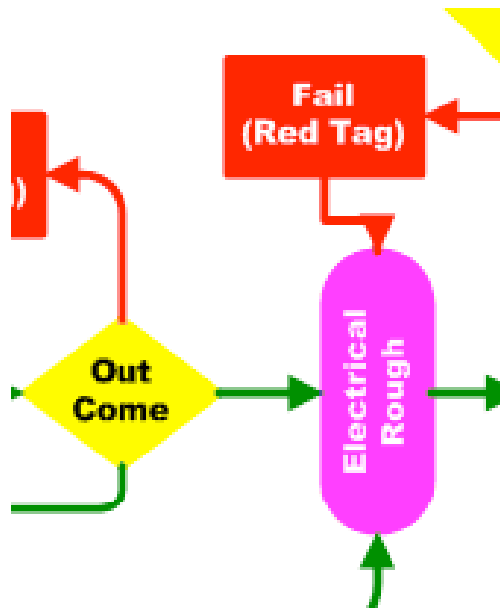


Paul Griffin Your page, your rules, true, and you just lost a customer, won the battle and lost the war! Happy?
8 hours ago · [Report](#)



Nestle Oh please .. it's like we're censoring everything to allow only positive comments.
8 hours ago · [Report](#)

Branding

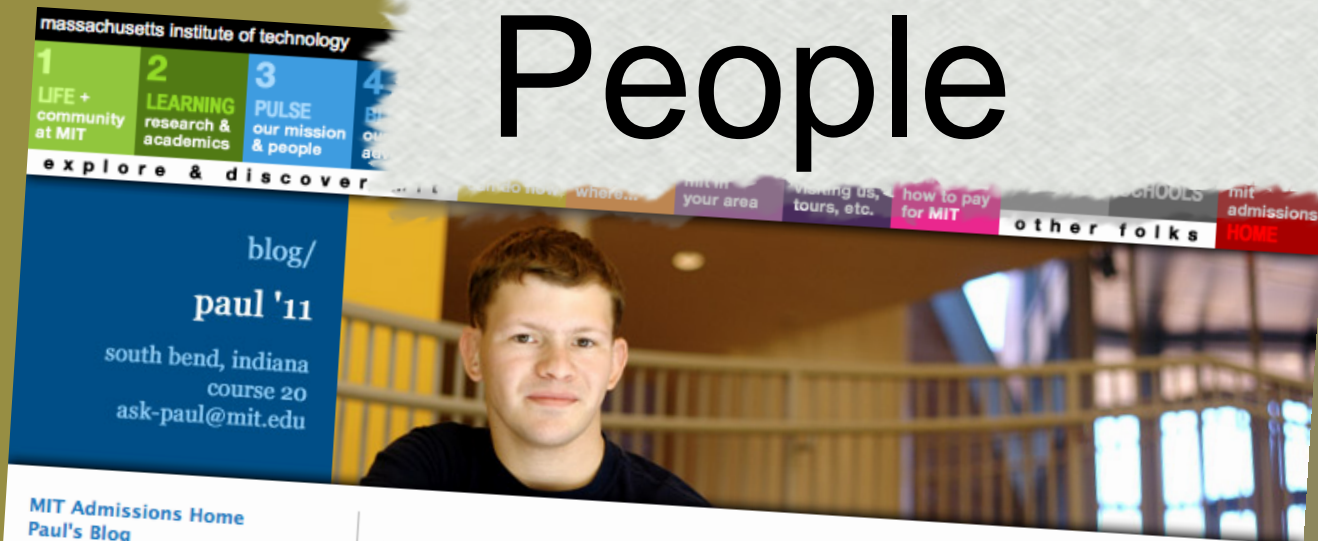


People

Processes

Branding

People



MIT Admissions Home
Paul's Blog
Other Bloggers

THE FIVE MOST RECENT BLOG ENTRIES

"The Waitlist, 2010" • For the fifth consecutive year, we will admit students from our waitlist. Within the next few days, we plan to... [posted by Dave McOwen on 05.13.10]

"Glimpses of Haiti" • Just a small fraction of the things I saw while in Port-Au-Prince. [posted by Jess K. '10 on 05.12.10]

"Refreshment" • We need your help! [posted by Hamsika C. '13 on 05.06.10]

Paul B. '11 | November 10, 2008

"Observations of an MIT Sophomore"

I didn't mean to write this entry. I sat down to write about some recent events I've been meaning to blog about for a while - and well, I started writing this instead.

1. You only have one freshman year. [Live it up.](#)
2. Pass/No Record is not an excuse to slack off and not learn the basics - it's a chance to adjust to MIT and learn the study habits you'll need for the next four years without having to be (as) afraid of failure.
3. Don't save all your work for the night before it's due. Seriously.
4. Caffeine is not a substitute for sleep. Try and get 8 hours a night - your body (and your friends, and your grades) will thank you.
5. Excuses are for high school.



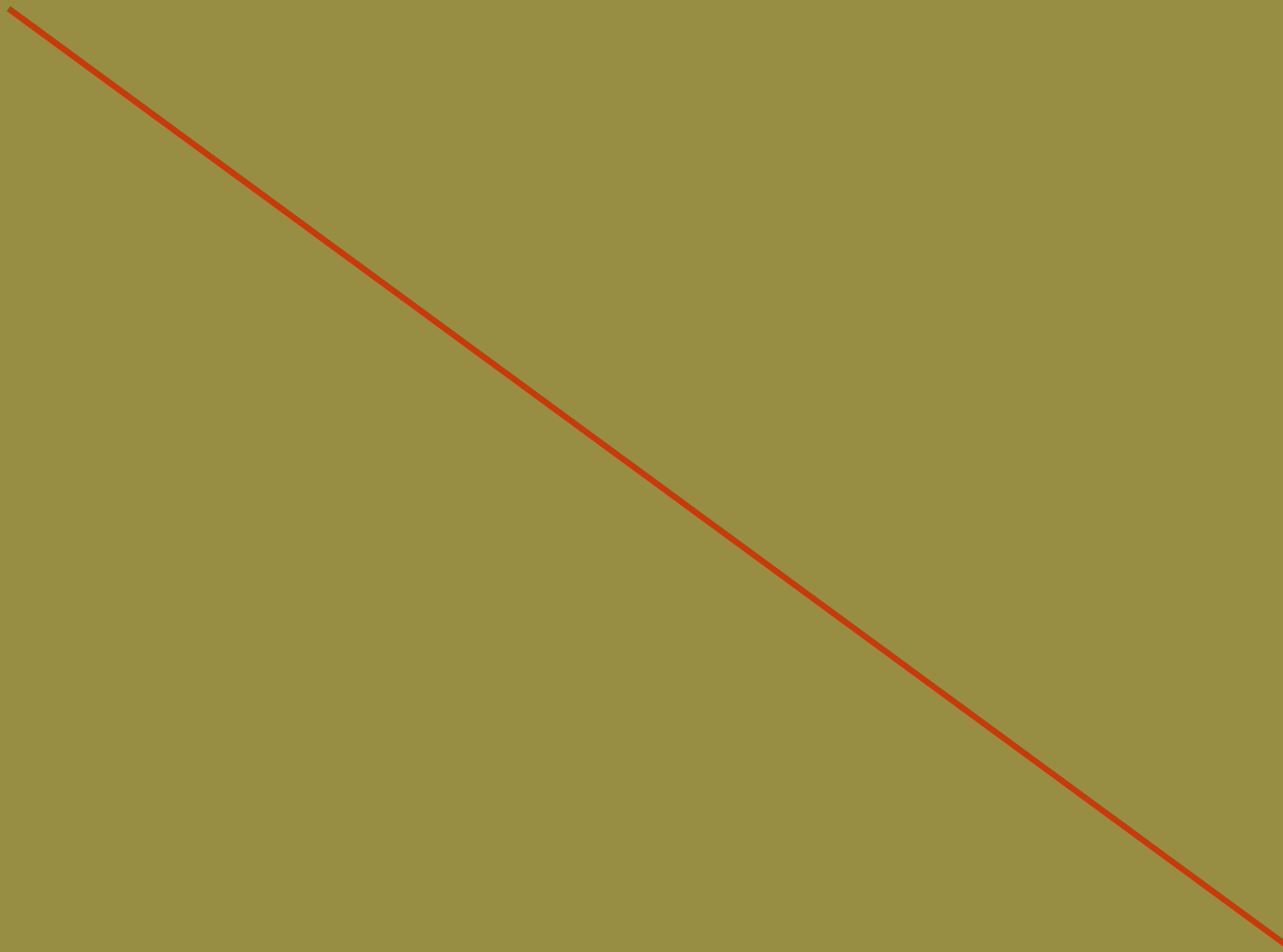
Processes



Branding

Trust

Control





Technology

Interaction

Trust

I

D

O

E

DESPAIR.COM



TRADITION

JUST BECAUSE YOU'VE ALWAYS DONE IT THAT WAY
DOESN'T MEAN IT'S NOT INCREDIBLY STUPID.



Jenna [redacted] tired,frusterated,tired,frusterated,tired. see a pattern?
about an hour ago · [Comment](#) · [Like](#)



Jeremy [redacted] ya u spelled frustrated wrong twice?
about an hour ago

[lamebook.com](#)



Alexander [redacted] Just finished eating a raw chicken breast, no sweat. Looks like somebody owes me \$20.
about an hour ago · [Comment](#) · [Like](#)



Cale [redacted] you're gonna die dude, salmonella for sure
59 minutes ago



Alexander [redacted] I ate chicken, not salmon, dude.
53 minutes ago

[lamebook.com](#)



Jenn is so excited to find out tomorrow if she'll be an aunt or an uncle!

August 24 at 10:43pm · Comment · Like

👍 2 people like this.



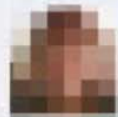
Kristin Bahahaha

August 24 at 10:44pm



Debbie ????

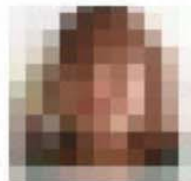
August 25 at 7:21am



Jenn see if ben and sal have a boy or girl...

August 25 at 9:48am

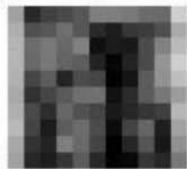
Write a comment...



Jenn is gonna be an uncle!! Ben and Sal are having a boy!!

August 25 at 11:06am · Comment · Like

👍 Kathleen likes this.



Sandy [redacted] [redacted]

Any one know where i can download a web cam?

3 hours ago · Comment · Like

lamebook.com

twitter

Home Profile Find People Settings Help

Just failed my first drug test. Oops lol.

about 23 hours ago from txt

twitter

Home Profile Find People Settings Help Sign out

just lied to my boss to leave work for a
bit ... me starving counts as a family
emergency right? haha

7:37 PM Jul 11th from TwitterFon



The Twitter logo, featuring the word "twitter" in its characteristic blue, rounded, lowercase font with a white outline.

Login Jo

totally just lied on my application lol...

10:47 AM Mar 9th via web



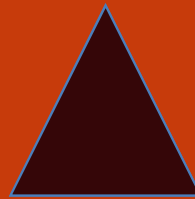
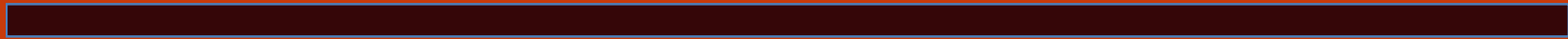
Danah Boyd



Tweetup

Control

Command



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skittles

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Advanced Search

TASTE THE RAINBOW

Skittles

OTHER GOBBLEDYGOOK

Some results for **skittles** 0.02 seconds

results since you started searching. [Refresh](#) to see them.

[beccarisa](#): RT [@laughingsquid](#): <http://skittles.com> is now essentially a Twitter search for the word "skittles", very cool idea for a brand site
less than 20 seconds ago from web · [Reply](#) · [View Tweet](#)

[insidedating](#): The red **skittles** are the best on a date ;)
less than 20 seconds ago from web · [Reply](#) · [View Tweet](#)

[alittler](#): **skittles**. because I want more attention. **skittles**
half a minute ago from [TweetDeck](#) · [Reply](#) · [View Tweet](#)

[yz4now](#): Humm... www.PicEdit.us on **Skittles.com** interesting...
half a minute ago from web · [Reply](#) · [View Tweet](#)

[blom102](#): boy, i really do like orange **skittles**
half a minute ago from web · [Reply](#) · [View Tweet](#)

Feed for this query

Twitter these results

Show tweets written in:

English

Trending topics:

- [My DBI](#)
- [Celebrity Apprentice](#)
- [Skittles](#)
- [#mvp09](#)
- [Watchmen](#)
- [New England](#)
- [Seuss](#)
- [Goodnight](#)
- [LMAO](#)
- [Paul Harvey](#)

Nifty queries:

- [pool filter:links](#)
- ["is down"](#)
- [movie :\)](#)

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HomeProfileFriendsInbox10

Christopher CarliSettingsLogout

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CHATTERFRIENDSCONTACT

TASTE THE RAINBOW

skittles

OTHER GOBBLEDYGOOK

4 Browse more products

Become a Fan

Add to my Page's Favorites

Share

Fans

6 of 581,238 fans See All

Tamara Lemayy

Trinidad Ruz

Logan Pittman

Ikenna Chigbo

Romain Hannoy

Dyvon Frye

Favorite Pages

2 Pages See All

Snickers

Combos Nation

Photos

2 albums See All

Mix the Rainbow

help

skittles

MIX THE RAINBOW

clear

rhythm

memory

Advertise

Facebook Pages

Facebook Pages help you discover new artists, businesses, and brands as well as connect with those you already love.

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[Groups](#)
[Explore](#)

Signed in as [christophercraft](#)
 (2 new)
 [Help](#)
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TASTE THE RAINBOW
Skittles
OTHER CONFECTIONARIES




rainbow

It's coming right at you.

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Uploaded on Jan 30, 2009

0 comments




Our hero

See Skittles through a new spotlight.

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The gathering

Just three bags of Skittles hanging out.

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0 comments




Up close and personal

Swimming in a sea of delicious Skittles.

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Uploaded on Jan 30, 2009




Skittles gridlock

Hey, I'm walkin' here.

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Uploaded on Jan 31, 2009



a new perspective on Skittles

Oh, hello there.

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FOWL PLAY

POSTED ON FEBRUARY 10, 2010



Your Feet Purple Cow



TAP YOUR FEET, PURPLE COW

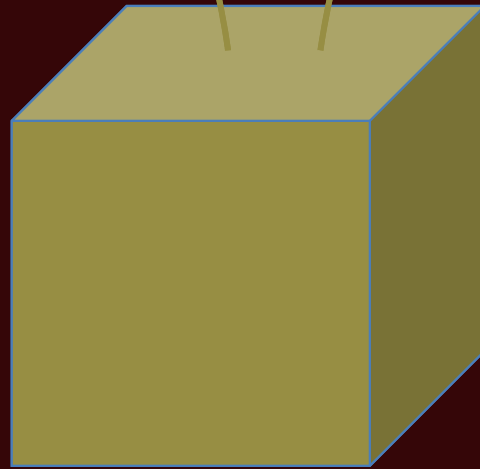
POSTED ON FEBRUARY 9, 2010





Content

Outcome



Trust

Control

Engagement

The diagram consists of a dark red background. On the left, the word 'Trust' is written vertically in white. At the bottom, the word 'Control' is written horizontally in white. A diagonal line, colored orange, slopes downwards from the top-left towards the bottom-right. The word 'Engagement' is written in white, following the path of this diagonal line.

Charlene Li

bestselling coauthor of Groundswell
Founder, Altimeter Group

OPEN LEADERSHIP

HOW SOCIAL TECHNOLOGY
CAN TRANSFORM THE
WAY YOU LEAD





BEST
BUY®



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Google





FEAR

FAITH



**TRUST is the currency of
any social activity.**

